

Meeting Minutes

Media and Communications Committee

Location: Fire Conference Room
3:30 p.m., Thursday, August 21, 2008

1. **Welcome and Introduction.** Chairwoman Leslie Daigle convened the meeting at 3:30 p.m. The following persons were in attendance:

Committee members

- Council Member Leslie Daigle (Chair)
- Council Member Keith Curry
- Council Member Nancy Gardner

Committee members absent

- Don Boortz
- Dan Wampole

City Staff

- Tara Finnigan, Public Information Manager
- Marilee Jackson, Public Information Officer
- Paul Malkemus, IT Manager
- Kim Rieff, Department Assistant

2. **Approval of Minutes**

Council Member Curry asked that the June 26, 2008 minutes be amended to note his recusal from the AT&T discussion due to a conflict. June 26 minutes were approved with Council Member Curry's revisions.

3. **Public Comments on Non-Agenda Items**

No Comments

4. **Communication Activities Update (Communication Plan/Council Priority)**

In response to Chairwoman Daigle, Ms. Finnigan said there is a staff report.

Ms. Finnigan said the next issue of the City Manager's resident newsletter will be dedicated to the Group Homes issue. She indicated that following issue, due to be mailed in late September, will include a City Hall & Park Design Project update, an explanation of the new Alert OC system, information about water conservation and the state's water issues, and information about the City's proposed website redesign process.

At the City Manager's request, a section of information regarding John Wayne Airport will be added to the City website.

Ms. Finnigan said a staff committee interviewed three website design consulting firms on August 5th. Staff has met to further discuss and evaluate the vendors. At Council Member

Curry's suggestion, staff will make a brief presentation about the recommended vendor to the Media & Communications Committee at its next meeting.

Regarding the proposed domain name change, Ms. Finnigan explained that the IT Division has discovered that the rules pertaining to the use of the .gov extension have been tightened to provide for more consistency. Under these guidelines, the City's option is newportbeachca.gov.

**5. Discussion Items -
Communication Policy**

In reference to the Media Relations Policy, Ms. Finnigan said she inserted the sub-headings as requested. Ms. Finnigan said Ms. Wolcott looked at the policy and made minor changes. Ms. Finnigan reviewed those changes with the committee.

NBTV Policy

Ms. Finnigan said this draft policy is based on the NBTV Station Operations Manual prepared by Ms. Jackson. The policy addresses the use of the government channel and program and electronic bulletin board content. The committee reviewed the draft and noted some revisions.

Website Policy

The committee conducted a preliminary review of the draft policy, noting some edits and questions for Ms. Wolcott.

6. Items for Next Agenda

- 10-minute presentation on preferred website vendor;
- Potential new programming presentation;
- Policies.

7. Adjourn & Set Next Meeting Date

The next meeting will take place on September 17th at 3:30 p.m. This meeting was adjourned at 4:21 p.m.